

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of estimating purchases made by customers of a supplier of interest from other suppliers, wherein the method is performed on a computer, and wherein the method comprises ~~the following steps:~~

[[a))] reading panelist data regarding purchases made by panelists from the supplier of interest and purchases made by the panelists from the other suppliers, wherein the panelists are a subset of the customers, and wherein the purchases made by the panelists from the supplier of interest are independent of the purchases made by the panelists from the other suppliers;

[[b))] determining a relationship between the purchases made by the panelists from the supplier of interest and the purchases made by the panelists from the other suppliers;

[[c))] reading customer data ~~associated with a preferred customer program~~ regarding purchases made by the customers from the supplier of interest; ~~and~~

[[d))] based upon the customer data and the relationship, estimating the purchases made by the customers from the other suppliers;

aggregating the panelist data and the customer data according to categories;
and

performing an unrotated principal components factor analysis on at least one of the aggregated panelist data or the aggregated customer data.

2. (Canceled)

3. (Currently Amended) The method of claim ~~[[2]]~~ 1 wherein the aggregated data includes a number of dollars that each panelist spent with the supplier of interest by category and a number of dollars that each panelist spent with the other suppliers by category.

4. (Original) The method of claim 3 wherein the aggregated data includes share for the supplier of interest and share for the other suppliers by category.

5. (Canceled)

6. (Currently Amended) The method of claim ~~[[5]]~~ 1 further comprising ~~the step of~~ determining predictor variables based upon at least one of the aggregated panelist data and the aggregated customer data.

7. (Currently Amended) The method of claim 6 wherein the predictor variables include the following:

factors F_1 through F_i resulting from the ~~performing step~~ unrotated principal components factor analysis;

a total number of trips in which dollars were spent in a category; and

~~[[,]]~~ a total number of dollars spent in a category.

8. (Currently Amended) The method of claim 7 wherein the predictor variables also include the following:

the squares of the factors F_1 through F_i ;

interdependent factors based upon products of the factors F_1 through F_i ;

a square of the total number of trips; and

[[,]] a square of the total number of dollars.

9. (Currently Amended) The method of claim 6 wherein the predictor variables include factors F_1 through F_i resulting from the ~~performing step~~ unrotated principal components factor analysis.

10. (Original) The method of claim 9 wherein the predictor variables also include the squares of the factors F_1 through F_i .

11. (Original) The method of claim 9 wherein the predictor variables also include interdependent factors based upon products of the factors F_1 through F_i .

12. (Original) The method of claim 6 wherein the predictor variables include a total number of trips in which dollars were spent in a category.

13. (Original) The method of claim 12 wherein the predictor variables also include a square of the total number of trips.

14. (Original) The method of claim 6 wherein the predictor variables include a total number of dollars spent in a category.

15. (Original) The method of claim 14 wherein the predictor variables also include a square of the total number of dollars.

16. (Currently Amended) The method of claim 6 further comprising ~~the step of~~ determining criterion variables based upon at least one of the aggregated panelist data and the aggregated customer data.

17. (Currently Amended) The method of claim 16 wherein ~~the step of~~ determining criterion variables comprises ~~the step of~~ dividing the panelists into buckets and of determining the criterion variables as the number of panelists in each bucket.

18. (Currently Amended) The method of claim 16 further comprising ~~the steps of~~ executing a routine ~~in order~~ to generate a set of scoring rules, and creating new predictor variables based upon the scoring rules.

19. (Currently Amended) The method of claim 18 wherein ~~the step of~~ creating new predictor variables based upon the scoring rules comprises ~~the steps of~~ inputting the panelist data and the customer data to the scoring rules by product category and by bucket of panelist IDs and summing an output of the scoring rules by product category and by bucket.

20. (Currently Amended) The method of claim 18 further comprising ~~the~~ ~~step of~~ performing a linear regression based upon the new predictor variables and the criterion variables ~~in order~~ to generate the relationship, wherein the relationship is a linear relationship.

21. (Currently Amended) The method of claim 20 wherein ~~step d)~~ estimating the purchases made by the customers from the other suppliers comprises ~~the step of~~ applying the customer data to the linear relationship.

22. (Currently Amended) The method of claim 1 further comprising ~~the~~ ~~step of~~ performing an unrotated principal components factor analysis on at least one of the panelist data and the customer data.

23. (Currently Amended) The method of claim 22 further comprising ~~the~~ ~~step of~~ determining predictor variables based upon at least one of the panelist data and the customer data.

24. (Currently Amended) The method of claim 23 further comprising ~~the~~ ~~step of~~ determining criterion variables based upon at least one of the panelist data and the customer data.

25. (Currently Amended) The method of claim 24 further comprising ~~the~~ ~~step of~~ performing a linear regression based upon the predictor variables and the criterion variables ~~in order~~ to generate the relationship, wherein the relationship is a linear relationship.

26. (Currently Amended) The method of claim 25 wherein ~~step d)~~
estimating the purchases made by the customers from the other suppliers comprises
~~the step of~~ applying the customer data to the linear relationship ~~in order~~ to estimate
the purchases made by the customers from the other suppliers.

27. (Currently Amended) The method of claim 1 further comprising ~~the~~
~~step of~~ performing an unrotated principal components factor analysis on the customer
data.

28. (Currently Amended) The method of claim 27 further comprising ~~the~~
~~step of~~ performing a linear regression based upon the panelist data ~~in order~~ to generate
the relationship, wherein the relationship is a linear relationship.

29. (Currently Amended) The method of claim 28 wherein ~~step d)~~
estimating the purchases made by the customers from the other suppliers comprises
~~the step of~~ applying the customer data to the linear relationship.

30. (Currently Amended) A method of estimating purchases made by customers of a supplier of interest from other suppliers, wherein the method is performed on a computer, and wherein the method comprises ~~the following steps:~~

[[a))] reading customer data ~~associated with a preferred customer program~~ regarding purchases made by the customers from the supplier of interest;

[[b))] reading panelist data regarding purchases made by panelists from the supplier of interest and purchases made by the panelists from the other suppliers, wherein the panelists are a subset of the customers, and wherein the purchases made by the panelists from the supplier of interest are independent of the purchases made by the panelists from the other suppliers; ~~and~~

[[c))] based upon the customer data and the panelist data, estimating purchases made by the customers from the other suppliers;

aggregating the customer data and the panelist data according to categories;

and

performing an unrotated principal components factor analysis on at least a portion of the aggregated data.

31. (Canceled)

32. (Canceled)

33. (Currently Amended) The method of claim [[32]] 30 wherein ~~step e)~~ estimating purchases made by the customers from the other suppliers comprises ~~the~~ step of determining predictor variables based upon the unrotated principal components factor analysis and upon at least a portion of the aggregated data.

34. (Currently Amended) The method of claim 33 wherein ~~step e)~~
estimating purchases made by the customers from the other suppliers comprises ~~the~~
~~step of~~ performing a linear regression on the predictor variables ~~in order~~ to generate a
linear equation for each category.

35. (Currently Amended) The method of claim 34 wherein ~~step e)~~
estimating purchases made by the customers from the other suppliers comprises ~~the~~
~~step of~~ estimating the purchases made by the customers from the other suppliers in
each category by plugging the customer data into the linear equation for each
category.

36. (Currently Amended) The method of claim 30 wherein ~~step e)~~
estimating purchases made by the customers from the other suppliers comprises ~~the~~
~~step of~~ performing an unrotated principal components factor analysis based upon at
least one of the panelist data and the customer data.

37. (Currently Amended) The method of claim 36 wherein ~~step e)~~
estimating purchases made by the customers from the other suppliers comprises ~~the~~
~~step of~~ creating a linear equation based upon results from the unrotated principal
components factor analysis.

38. (Currently Amended) The method of claim 37 wherein ~~step e)~~
estimating purchases made by the customers from the other suppliers comprises ~~the~~
~~step of~~ estimating the purchases made by the customers from the other suppliers by
plugging the customer data into the linear equation.

39-42. (Canceled)

43. (Currently Amended) A system for estimating purchases made by
customers of a supplier of interest comprising:

~~analyzing~~ means for analyzing ~~customer purchase data associated with a~~
~~preferred customer program and indicative of~~ purchases made by the customers from
the supplier of interest and purchases made by panelists from both the supplier of
interest and other suppliers, wherein the panelists are a subset of the customers of the
supplier of interest, and wherein the purchases made by the panelists from the supplier
of interest are independent of the purchases made by the panelists from the other
suppliers, the analyzing means to perform an unrotated principal components factor
analysis based upon purchase data; and[[,]]

~~estimating~~ means for estimating purchases by the customers from the other
suppliers based upon the analyzed purchases.

44. (Canceled)

45. (Currently Amended) The system of claim [[44]] 43 wherein the
~~analyzing~~ means for analyzing comprises means for determining a linear relationship
based upon results from the unrotated principal components factor analysis.

46. (Previously Presented) The system of claim 45 wherein the linear relationship relates purchases made by the panelists from the supplier of interest to purchases made by the panelists from the other suppliers.

47. (Currently Amended) The system of claim 45 wherein the means for estimating ~~means is to estimates estimate~~ the purchases by the customers from the other suppliers based upon the purchases by the customers from the supplier of interest and upon the linear relationship.

48. (Currently Amended) The system of claim 43 wherein the means for analyzing ~~means~~ comprises means for determining a linear relationship between purchases made by the panelists from the supplier of interest and purchases made by the panelists from the other suppliers.

49. (Currently Amended) The system of claim 48 wherein the means for estimating ~~means is to estimates estimate~~ the purchases by the customers from the other suppliers by ~~plugging~~ inserting the purchases by the customers from the supplier of interest into the linear relationship.

50. (Previously Presented) The method of claim 1 wherein the estimating of the purchases made by the customers from the other suppliers comprises estimating by product category the purchases made by the customers from the other suppliers.

51. (Previously Presented) The method of claim 30 wherein the estimating of purchases made by the customers from the other suppliers comprises estimating by product category the purchases made by the customers from the other suppliers.

52. (Canceled)

53. (Currently Amended) The system of claim 43 wherein the ~~estimating~~ means for estimating purchases by the customers from the other suppliers based upon the analyzed purchases comprises ~~estimating~~ means for estimating by product category the purchases by the customers from the other suppliers based upon the analyzed purchases.

54. (Withdrawn) The method of claim 1, wherein the customer data comprises data associated with a preferred customer identification card.

55. (Withdrawn) The method of claim 30, wherein the customer data comprises data associated with a preferred customer identification card.

56. (Canceled)

57. (Withdrawn) The system of claim 43, wherein the customer purchase data comprises data associated with a preferred customer identification card.